

PLANNING FOR BUSINESS



Using statistics for business or franchise planning

From the **Australian Statistician**



Information to assist your business planning

Australians regularly provide the Australian Bureau of Statistics (ABS) with information about their working life; how and where they live; family and family structures; what they spend their money on; and their hobbies or recreational activities. This wealth of information enables us to put together a picture of Australia.

If you are considering starting up, or you're already in a small or medium sized business, we have information to help you. This brochure provides some examples of how statistics can assist you in making informed business decisions.

Individual information is confidential

As Australia's official statistical organisation, the ABS has statutory independence from the Government. We depend on the goodwill and cooperation of Australians, businesses and other organisations to provide information in response to our many data collections. All information provided to us is protected by confidentiality provisions. When we release statistics the law requires us to do so in a manner that is not likely to enable the identification of a particular person or organisation.

Where to find ABS information

Published information is available free of charge on our website. You can buy specific and more detailed information from our information consultancy service to meet your particular need. This service is priced to meet our costs in delivering information to you. Contact us to discuss your needs and for help in accessing the information to best help you in planning your next business steps.

Brian Pink
Australian Statistician



Know your market

Jasmine is planning to start a food delivery business in regional NSW and would like to include an online ordering service. She therefore needs to be sure that potential clients have Internet access.

From our website Jasmine finds free information showing numbers of households with Internet connections for regional NSW. Combining this data with her knowledge of regional NSW, Jasmine can make a more informed decision on where to establish her business.

Households with an Internet connection, selected NSW regional Local Government Areas

Local Government Area	Households with an Internet connection no.	Total households
Tamworth Regional	10 348	19 971
Lismore	9 066	15 900
Dubbo	7 236	13 079
Kempsey	4 828	10 292
Broken Hill	3 489	7 693

Source: Census of Population and Housing: Basic Community Profile, 2006 (cat. no. 2001.0)

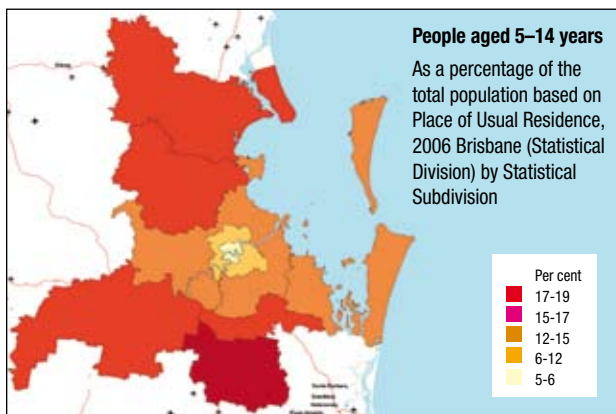
Contact us on 1300 135 070



Locate potential clients

Tony wants to find the best location for a before- and after-school child care centre in Brisbane. He visits our website, and generates a free map showing concentrations of 5–14 year old children living in Brisbane. Tony wants to know more, so he contacts us. We help him to find other relevant free data on the website.

Combining the additional data with the map, Tony is able to make a more informed decision about where to locate his business.



Source: MapStats, 2007 (cat. no. 2063.0)

KNOW YOUR MARKET

LOCATE POTENTIAL CLIENTS

TARGET PROMOTIONS

ASSESS SITE LOCATION

Target promotions

Robyn is responsible for the business development of a homewares retail chain in Victoria. The company's customer profile tell her their target market is people who either own, or are purchasing, their home; are aged 30–55 years; and have a weekly income of \$600 or more. Robyn needs to know if her company's stores are properly located to attract these people, and, if not, where better to locate them. Her aim is to increase the company's presence in the market.

The company is planning to open a new store in Victoria, and Robyn thinks that a store in the Greater Geelong area will fit the profile. To confirm this, she orders tailored data through our priced consultancy service.

People aged 30–55 years, who have a weekly income of \$600 or more, and who own or are purchasing their home, selected Local Government Areas, Victoria

Local Government Area	Tenure type		
	Fully owned no.	Being purchased no.	Total fully owned and being purchased (a) no.
Casey	5 985	29 767	35 752
Greater Geelong	7 698	19 989	27 687
Knox	6 581	20 195	26 776
Yarra Ranges	5 367	18 874	24 241
Brimbank	7 608	13 609	21 217
Maroondah	4 075	12 935	17 010
Moonee Valley	6 203	11 552	17 755
Greater Dandenong	4 228	7 679	11 907

(a) Excludes being purchased under a rent/buy scheme.

Source: ABS data available on request, 2006 Census of Population and Housing



Robyn observes five locations which meet the company's customer profile along with four other locations: Casey, Greater Geelong, Knox, Yarra Ranges, and Brimbank which appear to be better suited than the other identified areas: Maroondah, Moonee Valley and Greater Dandenong. Before finalising her proposal, Robyn seeks out other relevant indicators to compare the five identified locations.

She uses the free data on the ABS website, and identifies the Greater Geelong Local Government Area as the most suitable because:

- it had a population of 197,479 people in August 2006
- between 2001 and 2006, Greater Geelong had the 7th largest five year population growth of all Local Government Areas in Victoria
- in 2006, there were 76,911 occupied private dwellings, and over 1,350 new residential dwellings were approved during 2006–07
- more than 70% of homes located in Greater Geelong are either fully owned or being purchased
- tourist accommodation room occupancy rates for Greater Geelong were 67.9% during March 2007
- in June 2007, the trend estimate for household goods retailing in Victoria increased by 0.5% on the previous month.

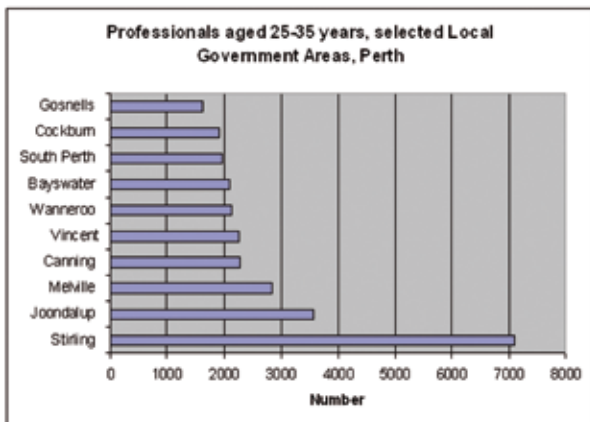
Robyn has combined her customer profile with free and purchased statistical data to assist in identifying the most appropriate area to locate a new business. In the process Robyn has also obtained information that will help her company in planning for continued business success.



Assess site location

Alex plans to open a wine bar in Perth. His identified target market is 25–35 year old professionals.

Alex contacts our consultants and receives data on professionals aged 25–35 years living in Perth, as part of a priced information consultancy service. Alex uses this to decide on the location for his wine bar with the most potential.



Source: ABS data available on request, 2006 Census of Population and Housing



Grow your business

Simon has been operating a caravan park in the Barossa Valley for two years. He is keen to expand his business by increasing the capacity of his site, but wants to know more about the capacity of other caravan parks in his area.

Simon contacts us and is directed to a range of free data on our website about the tourist accommodation industry, including caravan parks, in the Barossa. Using data about changes in the capacity of caravan parks over time assists Simon to make a more informed decision about whether to expand his business.

Caravan parks in the Barossa tourism region, selected characteristics

Characteristics		March quarter 2005	March quarter 2006	March quarter 2007
Establishments	no.	6	6	6
Total capacity	no.	907	902	952
Takings from accommodation	\$'000	538	538	519

Source: Tourist Accommodation, Small Area Data, South Australia –
Electronic Delivery (cat. no. 8635.4.55.001)

Contact us on 1300 135 070



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ESTIMATE YOUR MA

Support your business case

Keira would like to open an exclusive women's gym in Canberra, and wants to find the best possible location for her business.

She asks our consultants to provide data, as part of a priced information consultancy service, on women aged 18–40 years, who earn over \$600 per week.

Women aged 18–40 years, with a weekly income of \$600 or more

Statistical Division	no.
Belconnen	7 192
Tuggeranong	7 075
North Canberra	4 328
Gungahlin-Hall	3 546
Woden Valley	2 630
South Canberra	2 467
Weston Creek-Stromlo	1 783

Source: ABS data available on request, 2006 Census of Population and Housing

OUR BUSINESS

OUR BUSINESS CASE

MARKETING STRATEGY

OUR MARKET SHARE



Improve your marketing strategy

Sarah operates a retreat/farm stay, and would like to know where to target her overseas marketing. She calls us, and is helped to locate information on the number of visitors arriving from various countries. This information is available free on our website.

Sarah now wants a more detailed breakdown, showing purpose of visit. She contacts our consultants who provide priced information consultancy data which assists her to target her overseas marketing.

Short term visitor arrivals, country of origin by purpose of visit (a) – March 2006

Country of origin	Convention/ conference no.	Business no.	Visiting friends/ relatives no.	Holiday no.
New Zealand	3 675	13 729	21 048	33 277
United Kingdom	604	5 690	27 661	40 298
Japan	679	2 689	3 232	53 648
United States of America	1 181	7 102	8 800	21 667
China (excl SARs and Taiwan Province)	1 058	4 089	2 958	9 162

(a) Short term travel data are based on a sampled survey process and care needs to be taken when using these estimates for decision-making or policy evaluation.

Source: ABS data available on request, Overseas Arrivals and Departures

Contact us on 1300 135 070



Estimate your market share

Nigel's construction company builds executive residential housing in Western Australia. He wants to know his company's market share, and so accesses free Building Activity data on our website.

Nigel finds information about the value of work, and the number of dwelling units completed in Western Australia over the past year. By comparing his own business information to the published data, Nigel is able to estimate his company's market share to identify growth areas for his new promotional strategy.

Public sector new residential building completed, Western Australia, June 2006 – March 2007

Characteristics		Total houses	Total other residential building	Total residential building
Value of work completed	\$m	3 785	576	4 361
Number of dwelling units completed	no.	19 278	2 595	21 873

Source: Building Activity, Australia (cat. no. 8752.0)

ABS has information on...

People: including population and household characteristics; age and population distribution; projections; population size and growth; family and community; housing; labour; and personal, family and household finances.

Economy: including business characteristics; economic growth; foreign investment, trade and debt; labour; productivity; and prices and price indexes.

Environment and energy: including climate and natural resources; energy; land use and management; natural resources; sustainability and waste.

Industry: including construction; mining; manufacturing; land use and management; finance; property and business services; retail; tourism and hospitality; and culture and leisure.

We acknowledge and appreciate the support of the people of Australia in providing information to the ABS. It is only with your ongoing assistance that the ABS can continue to produce the statistics which can help you to make quality informed decisions.

Contact the ABS for more information

Find data free on our website www.abs.gov.au

Phone us on 1300 135 070

We can help you to make a more informed decision...

Consultants are available to discuss your information needs, and assist you to find the data which will help you to plan your next business steps.

Published data is available free of charge on our website.

More detailed data can be tailored to your requirements as part of our priced information consultancy service. Contact our consultants who will discuss your needs in detail and provide you with an obligation free quote.

Note: The examples in this brochure are based on enquiries we receive, but the actual businesses are fictitious.



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